

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-44. (Cancelled).

45. (Currently Amended) A method of operation, performed by a device, comprising:

receiving by the device, from a first server of a first service provider, a request for registration information for a user of the device, the registration information requested including one or more personality characteristics;

~~generating dynamically by the device, or the device causing a second server of a second service provider to dynamically~~ generate and provide ~~or to provide from a database,~~ a personality profile having one or more personality characteristics to portray a desired persona, the one or more personality characteristics being based at least in part on content of a service provided by the first service provider, the second service provider providing a personality service; and

transmitting by the device, or the device causing the second server to transmit, the personality profile to the first server to respond to the request.

46. (Previously Presented) The method of claim 45, wherein the method further comprises the device requesting the first service provider for information.

47. (Previously Presented) The method of claim 45, wherein the personality profile is provided by the second server of the personality service provider, based at least in part on a service provided by the first service provider, and transmitted to the first server of the first service provider by the device, and the method further comprises

receiving by the device, the personality profile from the second server of the personality service provider.

48. (Previously Presented) The method of claim 45, wherein the personality profile is provided by the second server of the personality service provider, and the method further comprises

receiving by the device, a list of personality profiles from the second server of the personality service provider, the list having been put together by the second server of the personality service provider, based at least in part on a service provided by the first service provider, and

selecting by the device, a personality profile from the list of personality profiles.

49. (Previously Presented) The method of claim 45, wherein the personality profile is generated by the device, and transmitted to the first server of the first service provider by the device.

50. (Previously Presented) The method of claim 45, wherein the method further comprises requesting by the device, to initiate an e-commerce transaction with the first service provider, or to participate in a chat session hosted by the first service provider.

51. (Previously Presented) The method of claim 45, wherein said one or more personality characteristics comprise at least one selected from a group consisting of a description of hobbies, a description of interests, and a biographical description.

52. (Currently Amended) A method of operation, performed by a first server of a first service provider providing a personality service, comprising:

receiving by the first server, from a client device, a request to dynamically generate and provide ~~or to provide from a database~~ a personality profile having one or more personality characteristics for a user of the client device, for responding to a request of a second server of a second service provider, requesting for registration information for the user, the registration information requested including the one or more personality characteristics;

providing by the first server, a personality profile having the one or more personality characteristics for response, the one or more personality characteristics being

based at least in part on content of a service provided by the second service provider;  
and

transmitting by the first server to the client device or the second server the  
generated personality profile.

53. (Previously Presented) The method of claim 52, wherein said receiving  
comprises receiving by the first server, the one or more requested personality  
characteristics from the client device.

54. (Previously Presented) The method of claim 52, wherein the method further  
comprises the first server ascertaining the service offered by the second service provider,  
based at least in part on a communication between a server of the second service  
provider and the first server.

55. (Previously Presented) The method of claim 52, wherein said providing  
comprises  
identifying by the first server, for the client device, a plurality of personality profiles;  
and  
receiving by the first server, from the client device, a selection of one of the  
identified personality profiles.

56. (Previously Presented) The method of claim 52, wherein said providing  
comprises generating by the first server one or more personality profiles having the one  
or more personality characteristics, the one or more personality characteristics being  
based at least in part on a service provided by the second service provider.

57. (Previously Presented) The method of claim 52, wherein said one or more  
personality characteristics comprise at least one of a description of hobbies, a description  
of interests, and a biographical description.

58. (Currently Amended) An apparatus comprising:  
a storage medium having stored therein a plurality of programming instructions, designed to enable the apparatus to  
receive from a first server of a first service provider, a request for registration information for a user of the apparatus, the registration information requested including one or more personality characteristics,  
~~generate dynamically, or~~ cause a second server of a second service provider to dynamically ~~generate and provide or to provide from a database,~~ a personality profile having one or more personality characteristics, the one or more personality characteristics based at least in part on content of a service offered by the first service provider, the second service provider providing a personality service, and  
transmit, or cause the second server of the personality service provider to transmit, the personality profile to the first server of the first service provider to respond to the request; and  
a processor coupled to the storage medium to execute the plurality of programming instructions.

59. (Previously Presented) The apparatus of claim 58, wherein said plurality of instructions are further designed to enable the apparatus to perform at least a selected one from the group consisting of requesting information from the first service provider, initiating an e-commerce transaction with the first service provider, and participating in a chat session hosted by the first service provider.

60. (Previously Presented) The apparatus of claim 58, wherein said plurality of instructions are designed to enable the apparatus to request the personality service provider for the personality profile.

61. (Previously Presented) The apparatus of claim 60, wherein said plurality of instructions are further designed to enable the apparatus to receive a list of personality

profiles from the personality service provider, and identify for the personality service provider a selected one of the list of personality profiles.

62. (Previously Presented) The apparatus of claim 58, wherein said plurality of instructions are designed to enable the apparatus to generate the personality profile.

63. (Previously Presented) The apparatus of claim 58, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

64. (Currently Amended) A computer readable medium tangibly embodied to be read by a computer comprising:

a storage medium; and

a plurality of programming instructions stored in the storage medium, the programming instructions designed to program an apparatus to enable the apparatus to dynamically generate and provide ~~or to provide from a database~~ a personality profile having one or more personality characteristics for a user of a client device for use to register the user with a service provider, the one or more personality characteristics based at least in part on content of a service provided by the service provider.

65. (Previously Presented) The computer readable medium of claim 64, wherein the programming instructions are designed to enable the apparatus to generate the personality profile based at least in part on a service provided by the service provider.

66. (Previously Presented) The computer readable medium of claim 64, wherein the programming instructions are designed to enable the apparatus to provide a list of personality profiles to the client device, based at least in part a service provided by the service provider, and receive a selection from the provided list from the client device.

67. (Previously Presented) The computer readable medium of claim 64, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

68. (Previously Presented) The computer readable medium of claim 64, wherein said plurality of instructions are further designed to either enable the apparatus to transmit the personality profile to the client device, or transmit the personality profile to a server of the service provider.

69. (Currently amended) A system comprising:  
a networking interface;  
a storage medium coupled to the networking interface, and having stored therein a plurality of programming instructions designed to enable the system to,  
receive from a first server of a first service provider, a request for registration information for a user of the system, the registration information requested including one or more personality characteristics,  
~~generate dynamically, or cause a second server of a second service~~  
provider to dynamically generate and provide ~~or to provide from a database,~~ a personality profile having one or more personality characteristics, the one or more personality characteristics based at least in part on a service offered by the first service provider, the second service provider providing a personality service, and  
transmit, or cause the second server of the personality service provider to transmit, the personality profile to the first server of the first service provider to respond to the request; and  
a processor coupled to the storage medium and the networking interface to execute the programming instructions.

70. (Previously Presented) The system of claim 69, wherein the programming instructions are further designed to enable the system to perform at least a selected one from the group consisting of requesting information from the first service provider,

initiating an e-commerce transaction with the first service provider, and participating in a chat session hosted by the first service provider.

71. (Previously Presented) The system of claim 69, wherein the programming instructions are further designed to enable the system to receive a list of personality profiles from the personality service provider, and identify for the personality service provider a selected one of the list of personality profiles.

72. (New) The method of claim 45, wherein prior to transmission of the personality profile by the device, the personality profile is provided to the device by the second server.

73. (New) An apparatus, comprising:

means for receiving from a first server of a first service provider, a request for registration information for a user of the apparatus, the registration information requested including one or more personality characteristics;

means for causing a second server of a second service provider to dynamically generate and provide a personality profile having one or more personality characteristics to portray a desired persona, the one or more personality characteristics being based at least in part on content of a service provided by the first service provider, the second service provider providing a personality service; and

means for transmitting or causing the second server to transmit, the personality profile to the first server to respond to the request.

74. (New) A method, comprising:

accessing or attempting to access a first service provider by a user;

receiving by a user, in response to the accessing or attempting to access a request for registration information, the registration information requested including one or more personality characteristics;

causing, by a user, a second service provider to dynamically generate and provide a personality profile having one or more personality characteristics to portray a desired

persona, the one or more personality characteristics being based at least in part on content of a service provided by the first service provider, the second service provider providing a personality service; and

transmitting by a user, or causing a server to transmit, the personality profile to the first service provider to respond to the request.